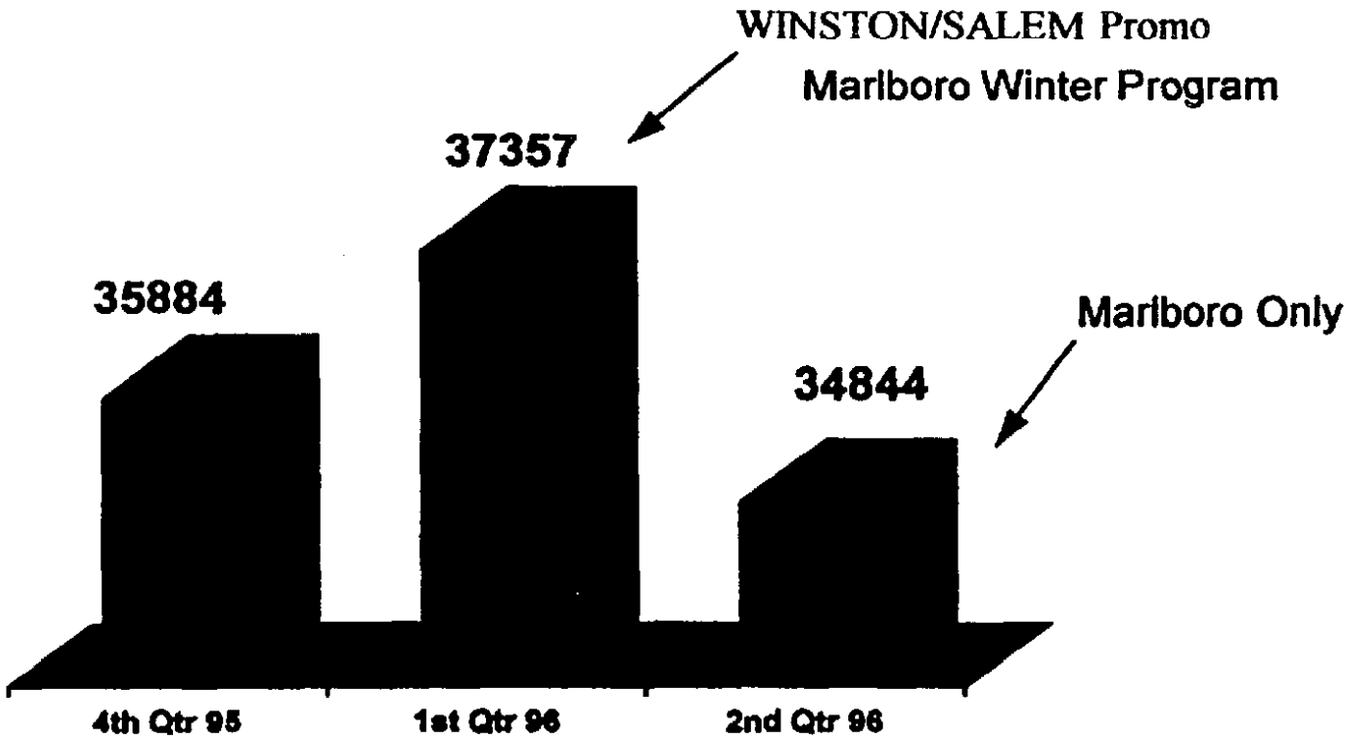
Bottle King

RJR Promotional Effectiveness

1996

Source: https://www.industrydocuments.ucsf.edu/docs/pkky0000

Bottle King
Overall Industry Performance
Promotion Effectiveness



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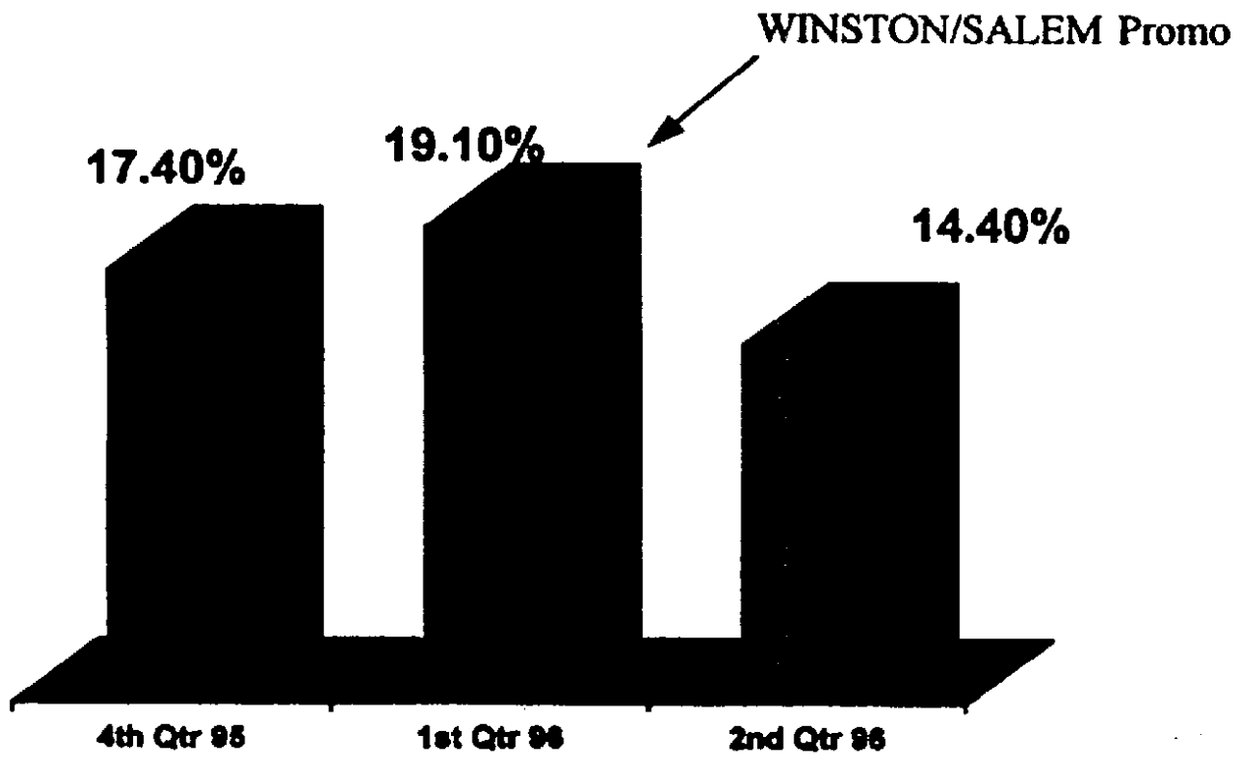
Bottle King
RJR Total Share Performance
Promotion Effectiveness



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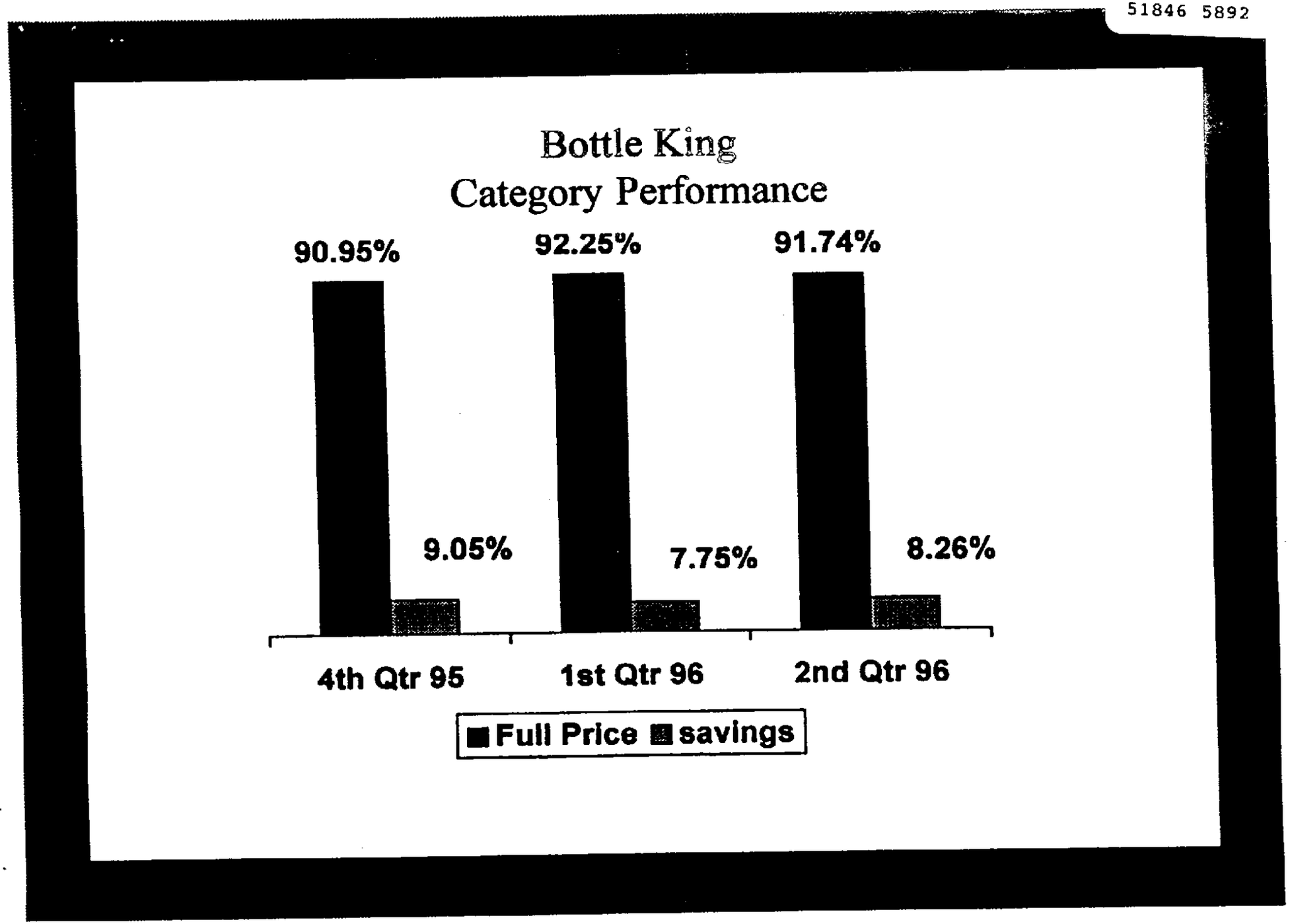

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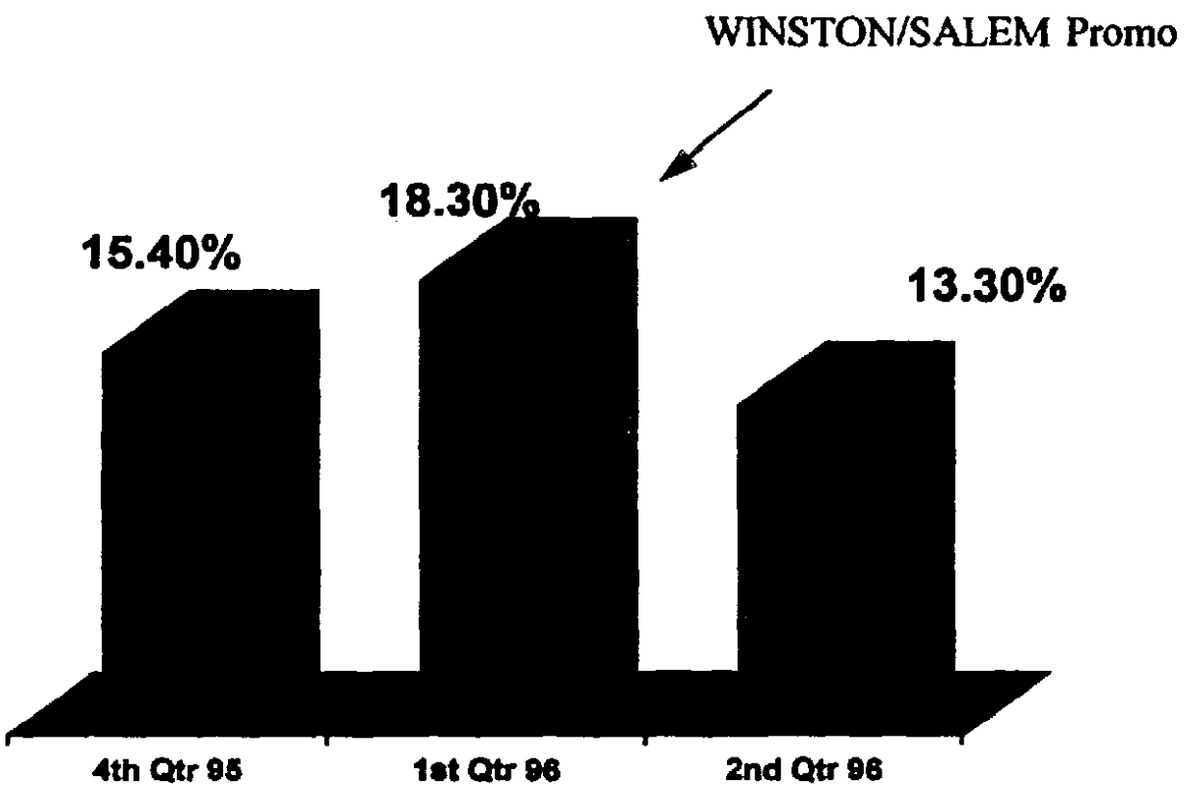
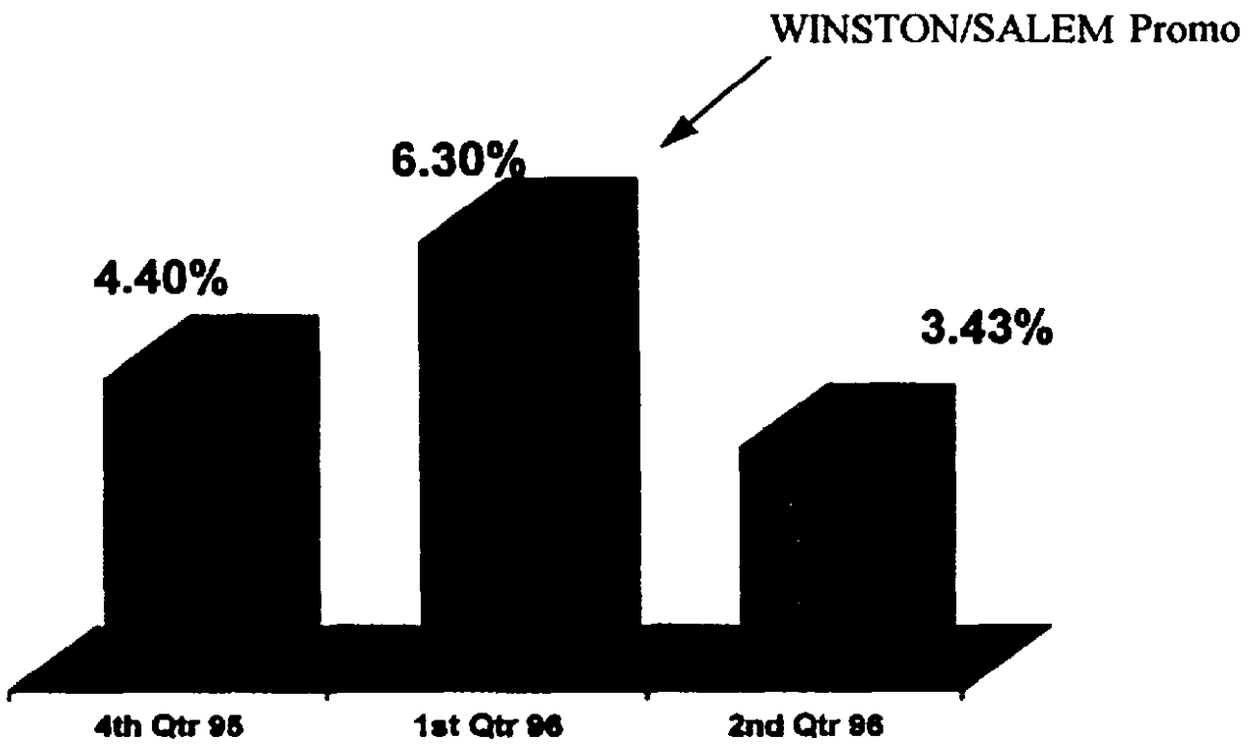
Bottle King
RJR Full Price Brand Performance
Promotion Effectiveness



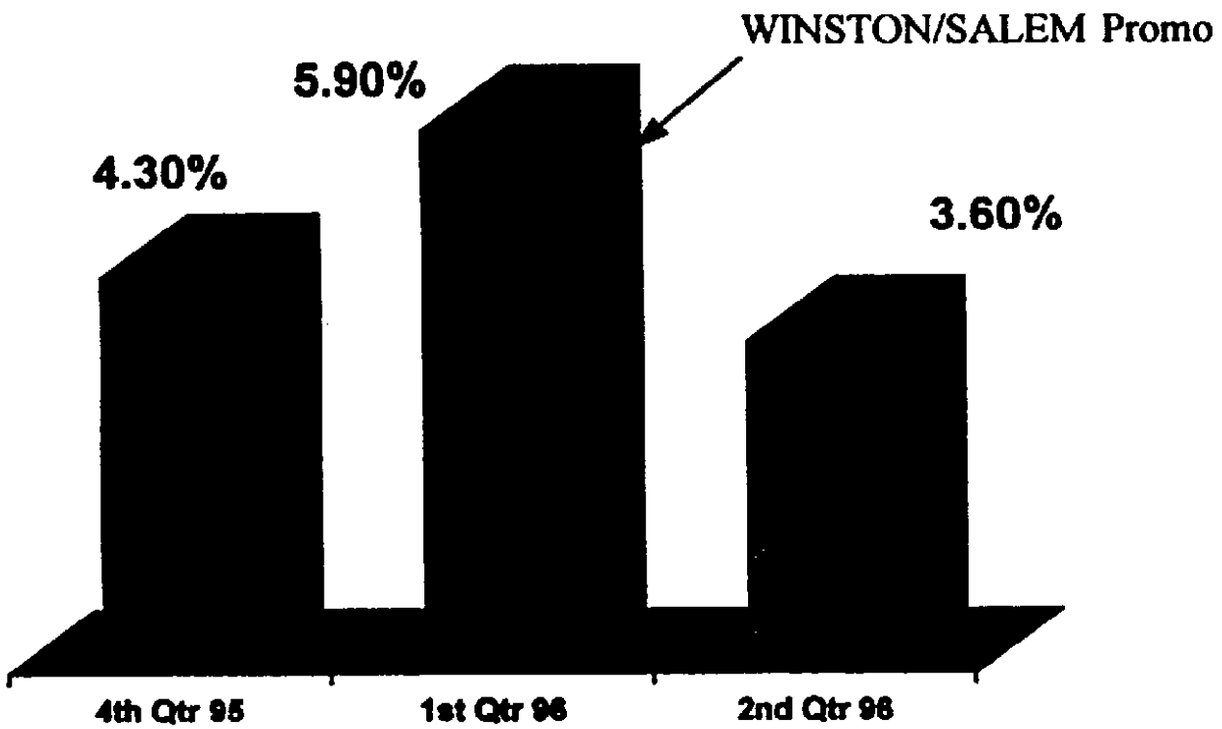
Source: https://www.industrydocuments.ucsf.edu/docs/pkky0000

Bottle King
WINSTON Share Performance
Promotion Effectiveness



Source: https://www.industrydocuments.ucsf.edu/docs/pkky0000

Bottle King
SALEM Share Performance
Promotion Effectiveness



Source: https://www.industrydocuments.ucsf.edu/docs/pkky0000

Conclusions.....

- Industry promotions increased cigarette sales by 1,473 cartons during 1st quarter
  - An increase of $31,080 in gross dollar sales
  - Net profit of $6,628
- P.M. exclusive promotions resulted in a decrease of 2,513 cartons vs. 1st quarter
  - a decrease of $53,024 in gross sales
  - a loss of $11,308 in net profits
- Industry promotions offer Bottle King the greatest opportunity for sales and profits.

Source: https://www.industrydocuments.ucsf.edu/docs/pkky0000